



“Tortilleria Si Señor” in Worthington to open with Loan from Southwest Initiative Foundation

WORTHINGTON, Minn. – Jorge and Maria Euceda recently received a loan through the Southwest Initiative Foundation’s (SWIF) Micro-Enterprise Loan Program to start “Tortilleria Si Señor,” a local shop that makes fresh, authentic corn flour tortillas, chips, and tostadas from scratch. The Eucedas will sell other Mexican convenience goods and services as well.

Jorge Euceda and his family have lived in the Worthington area for over 13 years, and all will be helping in the business. Tortilleria Si Señor is located in downtown Worthington at 924 Fifth Avenue, and it is expected to open by the second week in August.

Funding from SWIF will be used to purchase equipment and fixtures for the business. Other funding partners in the project were First State Bank Southwest, of Worthington, and the Southwest Regional Development Commission, located in Slayton, Minn. The Eucedas also received business planning assistance from the Southwest Region Small Business Development Center (SBDC) in Marshall for the start up of their business.

“We are excited to be able to help Jorge and Maria on this project,” said Berny Berger, SWIF Micro-Enterprise program officer. “Tortilla Si Señor will be the first store to offer fresh tortillas and chips in the Worthington Area. The Foundation is pleased to be able to assist with the creation of this business.”

SWIF’s Micro-Enterprise Loan Program offers loans of up to \$35,000 for starting or expanding for-profit small businesses located within the 18 counties of southwest Minnesota that have a need for additional sources of funds. In addition, technical assistance is available from SWIF as needed for the length of the loan. The program receives funding assistance from the U.S. Small Business Administration, as well as from the U.S. Department of Agriculture and the Otto Bremer Foundation.

THE SOUTHWEST INITIATIVE FOUNDATION is a regional community foundation dedicated to advancing southwest Minnesota through leadership, relationship-building, program development and philanthropy. The Foundation has contributed over \$42 million to date through its grant and loan programs in southwest Minnesota. It has also helped over 400 businesses start or expand through its business finance programs, which has created or retained over 6,680 jobs. To learn more about the Foundation, visit <http://www.swifoundation.org> on the World Wide Web.

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